

Wasatch Mountain Railroad Museum
Foundation

Pres. Jay Rodney Edwards

Tel. office Home 466-6979

Members: Edward McLaughlin Tel Ogden 399-8202

Dennis A Spendlove

Charles H. Nielsen ("Chick") 4549 Westview Dr. SL

Dr. Richard Anderson Cottonwood Mall.

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September 30, 1970

Mr. Lowell Ashton, Chairman
"Heber Creeper" Committee
Wasatch County Chamber of Commerce
875 South Main
Heber City, Utah 84032

Sir:

Because my interest in the Wasatch Mountain Railway project is high, I have been eager to contribute to its success in any way I can. One of the ways in which I have felt I can contribute best is by offering any ideas I have.

With this in mind I have gathered together, here, some "off the cuff" thoughts which I hope will help you. I don't mean for you to put them into practice, necessarily; rather, I hope you find them useful as "springboards" toward better ideas of your own.

Please feel free to contact me at any time, if I can be of any further service to your project. Meanwhile, best wishes for success in your many endeavors for the Railway.

Sincerely,

C. Robert Lingo
C. Robert Lingo
328-0478
175 South 10th East, Apt. 2
Salt Lake City, Utah 84102

cc: Mr. Jay R. Edwards

SOME REACTIONS TO THE PROPOSED RAIL LINE TO SWISS VILLAGE

It has been suggested, recently, that some preliminary planning should begin soon, in regard to the proposed rail line to "Swiss Village." I personally concur in advising such planning, and herewith offer some initial thoughts on the Swiss Village rail line project.

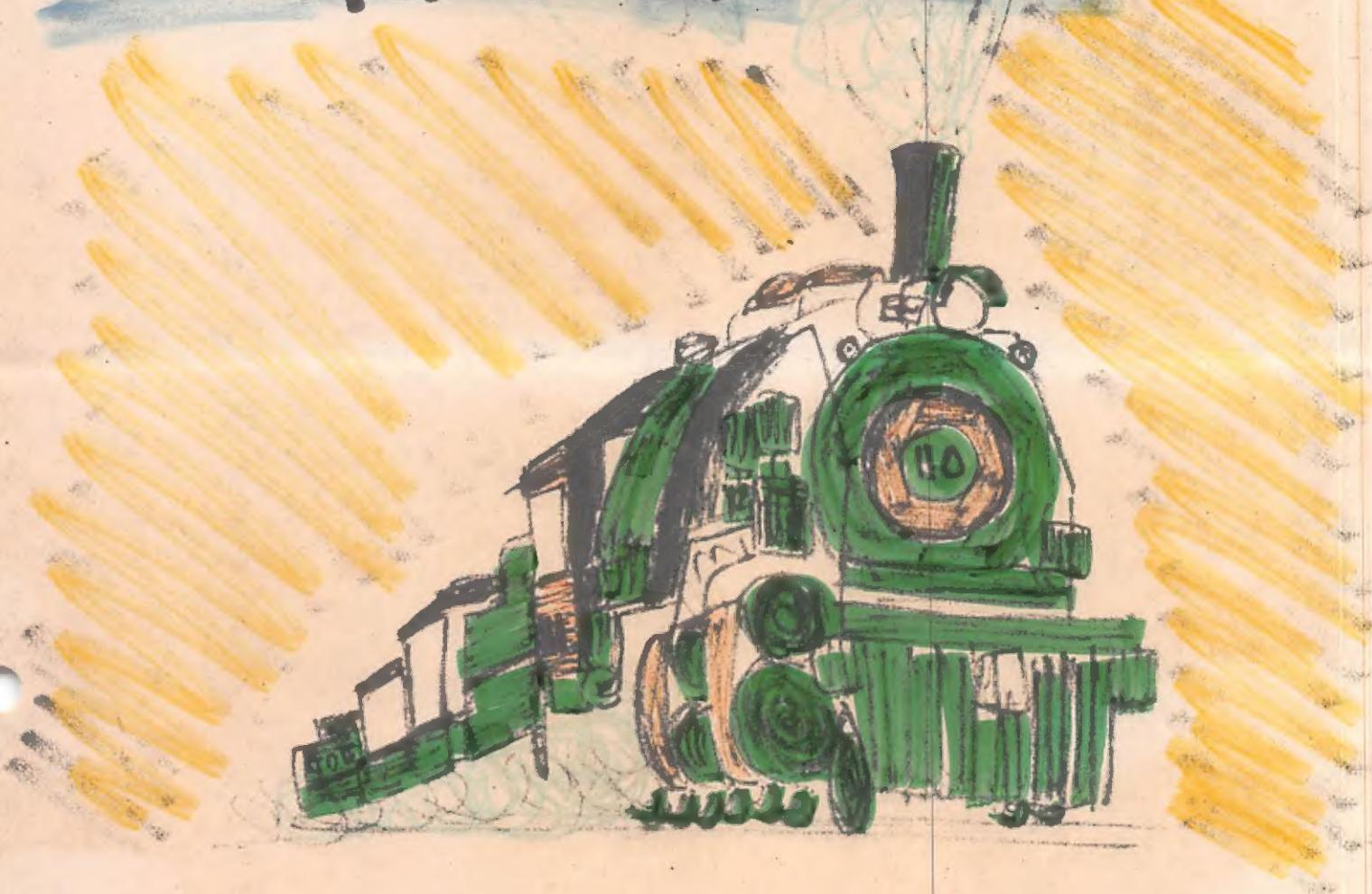
First of all, I think that such a line would be of great promotional value not only for the Heber Valley/Provo Canyon area and the Railway itself, but also for the Swiss Village. As such, it appears advisable for your Committee—if it has not already done so—to investigate the possibility of establishing a close "working relationship" with the developers of Swiss Village. Many "mutually beneficial" results could well come about, not the least of which might be a sizable subsidy of the Swiss Village rail line by these developers.

One idea that has great potential, and would seem to have innate appeal to the Swiss Village developers, is that of a "Date Nite" program by our Railway. Such a program would almost certainly assure its own financial success, and thus would also contribute greatly to the success of the Wasatch Mountain Railway as a whole. The attractiveness of such a program would draw thousands of the region's high-school and college-age youth (e.g., BYU, UU, Westminster, Weber State), as well as large numbers of adults, depending upon how it was designed and promoted.

The details of the "Date Nite" program would be simple. For example, two early-evening trains might depart from both Wildwood and Heber depots, giving attractive accessibility to patrons from Utah and Salt Lake-Davis County areas, respectively. "Package prices" for couples might include roundtrip train fare and admission to a dance party at Swiss Village. Probable price for this "package" would be around \$4.00 per couple, which should be very attractive while fairly profitable. Other entertainment possibilities would, of course, be available to "Date Nite" couples, both in the vicinity of the Heber and Wildwood depots, and at Swiss Village. In addition, "on board" activities might be developed, such as a club car, strolling "alpine" musicians, etc.

If this "Date Nite" idea were well-organized and creatively promoted—i.e., as an exciting-yet-inexpensive evening—it would have the important effect of attracting that most valuable segment of the entertainment-seeking population: young adults—married and unmarried. What could be better than that?!

OLD STEAM TRAIN RIDE



WASATCH MOUNTAIN RAILWAY

TURN RIGHT 6 BLOCKS

MISCELLANEOUS PROMOTIONAL IDEAS

Since the success of our Railway project will depend partly upon how thoroughly and creatively it is promoted, I have listed below a few ideas aimed at effective "public relations." Each of these ideas is, by itself, fairly insignificant; a number of these ideas taken together, however, could total a good promotional program.

1. As soon as your Committee feels the time is most opportune, you should contact the editors of national magazines, such as Look and Life, in regard to (1) the struggle to save the "Heber Creeper" rail line, and (2) the success of our project. The enterprise would make an attractive story for them--i.e., a comment on current "Americana"--while giving national exposure to our project in particular.
2. State-wide news items should be released periodically, describing such matters as construction activities, acquisition of new equipment and trackage, interesting notes on the ride itself, visits by prominent visitors, etc.
3. From the outset of Railway operations, hiring and firing policies should consistently promote an image of friendly, helpful service by Railway personnel. An "extra special something" would be added by such a policy, making the Wasatch Mountain Railway "fun" for both passengers and employees alike.
4. Emphasis on "special groups" will be effective. First, the Railway might encourage use of "group rates," since it is well-known that many people are more likely to come out, and to enjoy themselves, when they are with a group of friends. Second, if the use of "group rates" is frequent, the Railway might well consider employing a friendly, helpful woman as "hostess," to assist groups in arranging parties, overnight accommodations, banquets and picnics. This hostess would obviously be in a unique position to bring added patronage to many Heber Valley/Provo Canyon businesses. Third, the encouragement of trips by groups of youngsters will add an appealing note to the promotional schedule. Along these lines, many ideas could be developed: for example, "conservation days," with litter pickup, prizes, free rides, etc.; tours of the Railway, its equipment and facilities, with an educational and historical emphasis; and offering the "free ride" incentive to various public and private organizations along the Wasatch Front--ideas involving kids are good publicity. Finally, a very humanitarian gesture on our part would be to plan our facilities and our service to be attractive to those who are normally "shut out" of many such worthwhile experiences because they are not physically or mentally capable of tackling the usual obstacles. If we could help the handicapped--both children and senior citizens--to enjoy our train ride, we would attract a good amount of national publicity, and an increased tourist trade, of which we could be very proud. The handicapped are a "special group" that many businesses have tended to forget; wouldn't it be nice for us to remember them?!

5. Local advertising of the Railway will be easy for your Committee to organize and coordinate. But here is one idea I would urge you to consider. Since tourists continually need "directions" in an unfamiliar area, and local residents--especially gas station attendants--spend considerable time giving these directions (frequently in an "annoyed" manner), we might make it easier and more pleasant for everyone if we painted a number of attractive, easy-to-read, small signs, and placed them at strategic corners around town (in both Heber and Wildwood areas), giving simple directions to the train depot. A modest example of such a sign is attached (next page), which I hope conveys the "idea" I have in mind. Note that (1) it doesn't say to "do" anything, like "Ride the Old Steam Train," since people are getting tired of being asked to "do this" and "do that!"; and (2) it doesn't advertise details, such as fares, train schedules, etc., since the purpose of the sign is to get people to the depot, where the excitement will hopefully catch hold of them. The keynote of these signs is simplicity, because people will more often read a simple, attractive sign than they will a cluttered, detailed one.

6. Regardless of whose responsibility it will be to decide on the color scheme which is to be used on Railway equipment and facilities, I would like to share a couple of ideas on the subject. First, I want to see us use colors—and materials—which blend nicely with the natural colors of the region: the greens of the vegetation, the browns of the soil and rocks, and the yellows and burnt oranges of autumn, for example. And then, I would agree with those who say we should not let our painting get out of control, and end up looking like a circus. I am sure your Committee will agree with me on the need for at least some caution in this regard, since none of us wants to be disappointed with how the colors turn out later on.

7. I have made arrangements with Ed McLaughlin to assist him in establishing good relations with the major movie studios. We will begin at the earliest possible date, after completion of an initial "picture portfolio" describing the equipment and scenery of the Wasatch Mountain Railway. Our plan is to present the studio prop managers with color photos as soon as possible, so that we may take immediate advantage of any needs they might have for a service such as ours. (Rental fee for locomotives, I am told, is currently at about \$2,000 per day.) McLaughlin and I also plan to keep the studios "updated" by mailing photos of new equipment and trackage as our Railway grows. Your Committee can help, here, in preparing the area's residents and businesses for friendly, helpful relations with film-makers who wish to use our service.

8. The same color photos that will be sent to the movie studios can also be commercially printed in 35mm slides and on postcards; they can be distributed to interested area businessmen, as well as being on sale at the Railway depots. Various books and magazines on railroading may be sold at the depots, in addition to brochures describing the history of this rail line, the history of the Heber Valley/Provo Canyon area, etc.

30 Sep 1970

Project: Meeting = Provo City Commission
at their Council Room in Provo City Bldg.
(the Old Provo Post Office)

Time: 10:00 AM.

Who were There:

Provo Mayor: Verl Dixon

Councilman:

"

Allen

Ray Murdock

Hall

} Provo
City
Commission

Lowe Ashton

Leon Ritchie

Dr. R. Raymond Green

} "Save Heber
Creeper
Committee"

What was Done:

Introductions by Dr Green to the City
Commission.

Lowe Ashton made plea for Provo
City not to pull up track up on 2nd
West in Provo, before we get our
Rolling Stock up Provo Canyon or before
1st Apr 1978.

We were assured that Provo City would
not be ready before June 1978 to tear
out said track.

We Won 2nd Victory toward
Save the Heber Creeper Railroad.



Page 2—THE HERALD, Provo, Utah Sunday, October 11, 1970

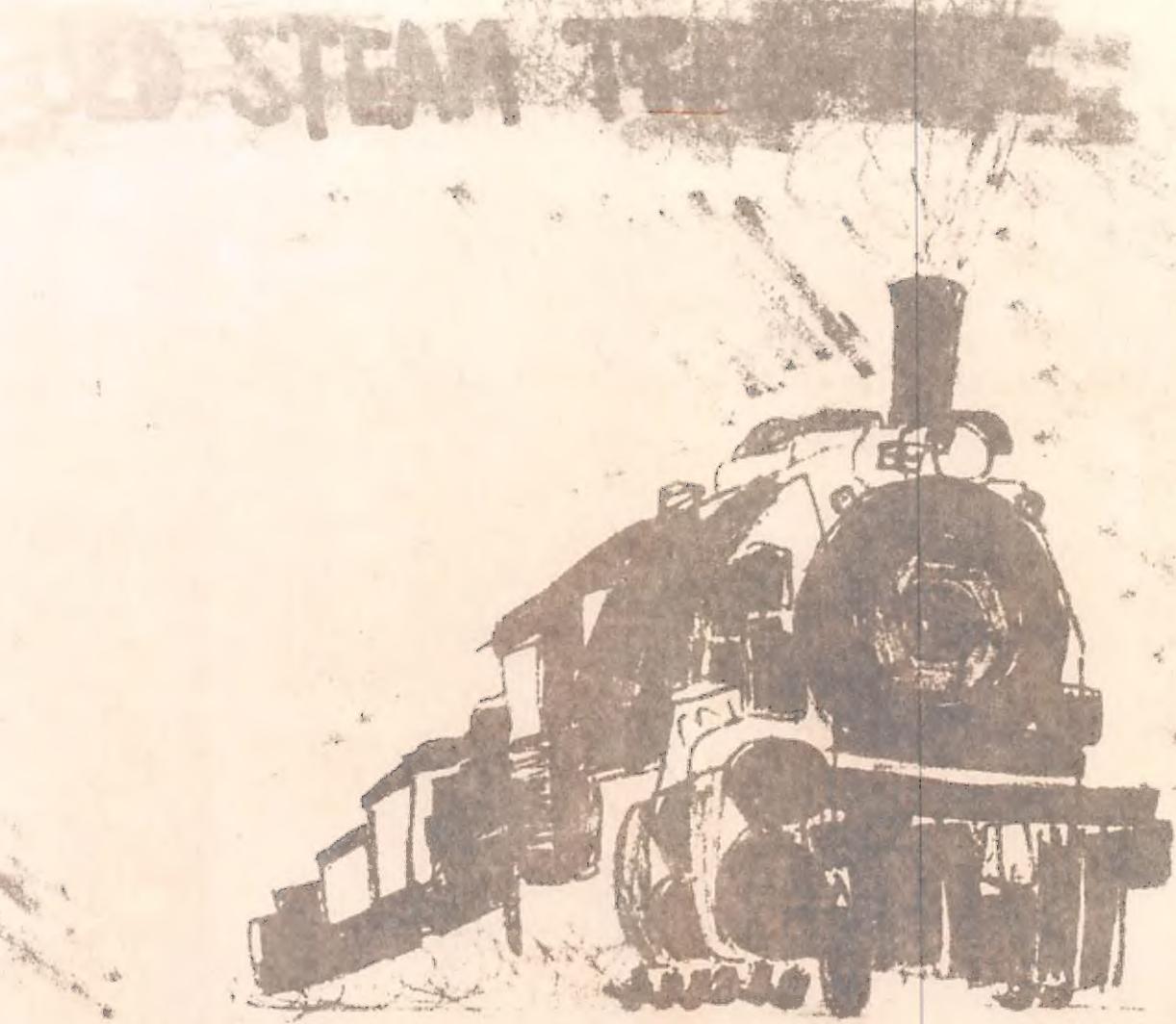


COMMISSIONERS RAY MURDOCK, left, and Leo Allen, officiate at the ribbon cutting for the House of Fine Arts in Provo Friday afternoon. The House of Fine Arts is located at 209 N. 400 W. The owner of the home since

1913, Mrs. L. Free, stands between Commissioner Allen, and LaVern Swanson, far right, director of the House of Fine Arts, which reportedly contains about \$70,000 in art at the present time.

Promotion

9-30-70



WASATCH MOUNTAIN RAILWAY

TURN RIGHT 6 BLOCKS

C-1000-100

9-39-70
C Robert Lingo

TO EXPAND RAIL LINE TO SWISS VILLAGE

I understand, recently, that some preliminary planning has been done, or is in progress, on the proposed rail line to "Swiss Village." I would like to contribute to advancing such planning, and herewith offer some initial thoughts on the Swiss Village rail line project.

First of all, I think that such a line would be of great promotional value not only for the Heber Valley/Provo Canyon area and the railway itself, but also for the Swiss Village. As such, it appears advisable for the Committee--if it has not already done so--to investigate the possibility of establishing a close "working relationship" with the promoters of Swiss Village. Very "mutually beneficial" results could be obtained, at the least, of which might be a sizable subsidy of the Swiss Village rail line by these developers.

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If this "Date Nite" idea were well-organized and creatively promoted--i.e., as an attraction to young people's evening--it would have the potential to attract the most valuable segment of the entertainment market--young, single, and/or newly-married and unmarried. What could be better than that?!

9-30-70

C. Robert Lingo

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27 Oct 1953

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BEACON

MAGAZINE OF HAWAII

SEPTEMBER, 1970



Attention Dr. Green —
She Puffed Out of the Pages
that this might interest you —
this is what has just been done in Hawaii —
Simon Cardew



SONG

"The Iron Horse in all its beauty,
It stirred the dreams of man,
The shiny bell, the spinning of its
wheels,
The memory of its whistle still echoes
across this land
And the roaring of its passing still
seems real."

One more saga on the passing of the mighty American railroads. The railroads that sparked a dream of distance conquered; that connected the East to the West; that brought the nation together.

The train, the engineer, and his sturdy crew. They were heroes in our land.

Now the trains are dying with their heroes. And only a few remain.

On one of the prettiest islands in Hawaii, a little train and its crew of heroes puffed out of the pages of history early this year to become the pride of the people of Maui.

The Lahaina Kaanapali & Pacific Rail Road — founded by A. W. "Mac" McKelvey, a former Amfac executive—is the newest railroad in the American west. She winds six miles through the sugar cane country of west Maui from the lovely Kaanapali resort to Lahaina.

McKelvey and the railroad sort of came together in time and space, a happy meeting of man and idea. He had knocked around a bit—served as a fighter pilot with the Royal Air Force in England, North Africa and Italy, and was a test pilot in the first Jet Propulsion Squadron formed in the U.S. Armed Forces.

McKelvey was a California businessman sitting in a bar in Lahaina, the indolent, charming seaport. A stranger began telling him about the old train that ran between Kaanapali and Lahaina.

The idea of a new railroad,

carrying tourists along the path of the old one, came to him. He started doing some research. In the end he resigned his job and worked full time on the railroad idea. It took him four years to see the dream become a fact.

Now 6,000 passengers a week—many of them riding a train for the first time in their lives—climb aboard "The Sugar Cane Train" to ride on the wings of the wind at the speed of fifteen to twenty-five miles an hour.

The train is attracting travel writers and railroad buffs. The Pittsburgh chapter of the Railway and Locomotive Historical Society is soon planning to charter a DC6 to fly 55 "inspectors" to the track. The Society's Southern California chapter asked that 400 LK&PRR posters be air mailed for their next meeting.

And when Pan American displayed the poster in the window of their downtown San Francisco office they were forced to take it down an hour later. Requests interfered with reservations.

And so the Lahaina Kaanapali & Pacific Rail Road—only railroad in the world where the name is longer than the train—is a reality.

When the great railroads first crossed the land in the early 1800s not everyone was enthusiastic. "They are pestilential, topsy-turvy, harum-scarum whirligigs," some wrote.

But the trains came; they built a nation and they went.

And in their shadow rest the trains like the little Iron Horse of Lahaina whose faint, far-off whistle echoes through the fairways and fields on lovely West Maui. A reminder of the days when railroads once laced the islands and built the Aloha state. *

DR. TOM IGE, CHAIRMAN, P.O. BOX 10092.
PAID FOR BY THE GILL FOR GOVERNOR COMMITTEE.

You can Trust Tom Gill



AUGUST 16, 1996

Honolulu Star-Bulletin

"...the most articulate and literate man
in Island politics."